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ATTORNEY DOCKET NO. CONFIRMATION NO. FIRST NAMED INVENTOR APPLICATION NO. FILING DATE 9182 RSW9-99-132 Stefan Georg Hild 09/532,937 03/22/2000 **EXAMINER** 7590 09/24/2004 ENGLAND, DAVID E A Bruce Clay IBM Corporation Dept T81/062 PAPER NUMBER ART UNIT 3039 Cornwallis Road 2143 RTP, NC 27709

DATE MAILED: 09/24/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Advisory Action    Examiner   David E England   2143					
Examiner David E. England 2143  -The MAILING DATE of this communication appears on the cover sheet with the correspondence address THE REPLY FILED 24 August 2004 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE. Therefore, further action by the applicant is required to avoid abandonment of this application. A proper reply to a final rejection under 37 CFR 1.13 may only be either (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.134.  PERIOD FOR REPLY (check either a) or b)    The period for reply expires 2-months from the maleg date of the final rejection. Property over the period of reply expires on: (1) the malling date of the Advance of the period of		Application No.	Applicant(s)		
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a) ☐ The period for reply expiresmonths from the mailing date of the final rejection.  The period for reply expires on: (1) the mailing date of the Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, with the studiory period for reply expire later then SIX MONTH'S from the mailing date of the final rejection. ONLY CHECK THIS BOX WHEN THE FIRST REPLY WAS FILED WHTHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 7007 (Ph. This period of the final rejection of the fi	Therefore, further action by the applicant is required to a final rejection under 37 CFR 1.113 may <u>only</u> be either: ('condition for allowance; (2) a timely filed Notice of Appe Examination (RCE) in compliance with 37 CFR 1.114.	void abandonment of this applicable in a timely filed amendment white all (with appeal fee); or (3) a time	cation. A proper re ch places the appli	ply to a cation in	
<ul> <li>b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will be statutory period for reply expire later than SX MONTHS from the mailing date of the final rejection. ONLY CHECK THIS BOX WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f). Exclasions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filled is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action: (2) see set forth in 37 CFR 1.192(a), or any extension thereof (37 CFR 1.191(d)).</li> <li>1 A Notice of Appeal was filled on Appellant's Brief must be filled within the period set forth in 37 CFR 1.192(a), or any extension thereof (37 CFR 1.191(d)), to avoid dismissal of the appeal.</li> <li>2 The proposed amendment(s) will not be entered because:  (a) they raise new issues that would require further consideration and/or search (see NOTE below);  (b) they raise the issue of new matter (see Note below);  (c) they are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or  (d) they are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or  (d) they are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or  (d) they are not deemed to place the application in condition for allowance because: would be allowable if submitted in a separate, timely filled amendment canceling the non-allowable claim(s)</li></ul>	. —				
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	_		DAVIDUATLEY		

SUPERVISOR AND EXAMINER

Continuation of 5. The amended section of claim 21 does overcome the 112 rejection stated in the Final Office Action dated 06/21/2004 but does not overcome the 103 rejection. As to Applicant's remarks stating that Merriman does not teach each and every element as set forth in the claim is found, either expressly or inherently described, in a single prior ort reference. Applicant also states that Merriman discusses providing generic advertisements to the new user and possibly learning information about the user using promotional advertisements and that nothing in the cited portions of Merriman discusses that the link element (advertisement) includes a plurality of requested client properties or that at least one of the plurality of requested client properties is inserted into the request so as to allow customization of the requested document identified by the link element based on the inserted at least one of said plurality of requested client properties. These remarks are similar in nature to ones addressed in the Final Office Action dated 06/21/2004. Applicant's arguments are not persuasive and the rejection still stands because of the broad interpretation of the claim language and 112 rejections. If the Applicant were to amend in a manner to bring out more of "the type of link elements" and "the gathering of properties" it could overcome the prior art but would require further search and consideration. If the Applicant wishes the Examiner to fully discuss the extensive remarks to the Amendment After Final dated 08/23/2004, the Examiner will do so in a Continuation of Examination or Appeal Brief because of the closed prosecution of the application as of the Final Rejection date.